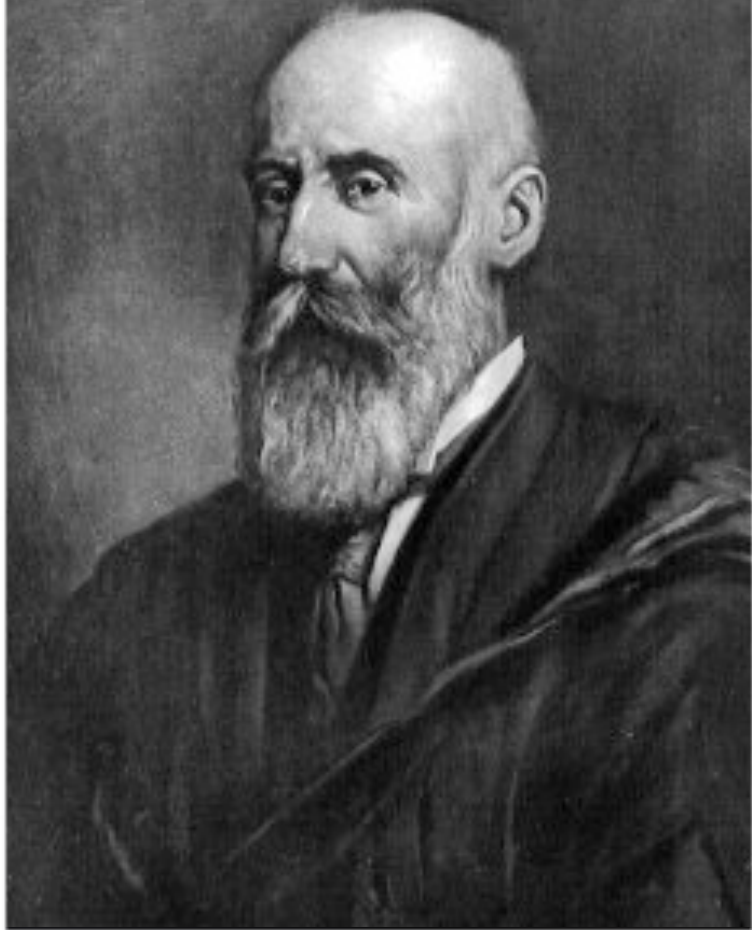


PSYCH CELEBRITIES

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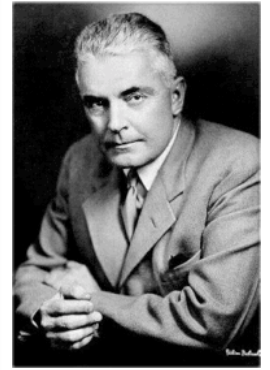


John Watson

January 9, 1878- September 25, 1958

Behaviorism

John Watson



John Watson was a psychology professor at John Hopkins university, and later worked in advertising. He founded the theory of behaviorism, which declares that all behavior is based on previous conditioning, and is not related to the individual's mind. He performed his famous "Little Albert" experiment to prove this. Little Albert was a 1 year old infant who Watson conditioned to be afraid of a white rat by showing the child the rat in conjunction with a very loud noise. Watson used this example of "classic" conditioning to prove his theory that humans can be studied objectively, like other animals. He later wrote a book "Psychological care of infant and child" as advice to mothers, although he admitted later he probably didn't know enough to write a book about it.

Fun Fact:
John Watson was fired from his job at John Hopkins University when he had an affair with his graduate student, Rosalie Rayner.